



boohooMan

Own Your Style. Own the Streets.

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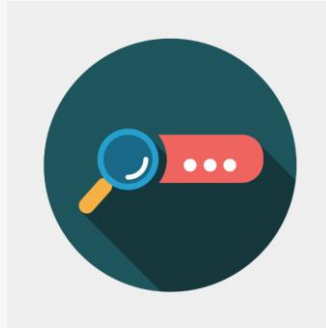


Project Overview

Boohoo Man: Smarter Shopping, Smoother Experience



Boohoo Man's mobile app faces usability challenges, including complex navigation, underutilized search functionality, and cognitive overload, making product discovery frustrating.



With a focus on intuitive design, Boohoo Man aims to enhance navigation, optimize search, and apply UX laws like Hick's and Miller's Law to create a more seamless shopping journey.



By improving the overall user experience, Boohoo Man seeks to boost engagement, increase conversion rates, and provide a more efficient, frustration-free shopping experience.

The slide features decorative elements: two black circles of different sizes in the top-left corner and a thick black vertical bar on the right side.

Problem Statement

- **Gen Z Fashion Enthusiasts:** Seek bold, exclusive streetwear that allows them to express their individuality.
- **Challenges Faced:** Difficulty accessing limited-edition collections and staying updated on the latest trends.
Desire for Seamless Shopping: Want personalized experiences with real-time updates on exclusive drops and promotions.
- **Need for Global Access:** Require international shipping and easy product discovery methods.
- **Fashion Struggles:** Without a platform offering timely updates and tailored recommendations, they struggle to stay on top of trends.

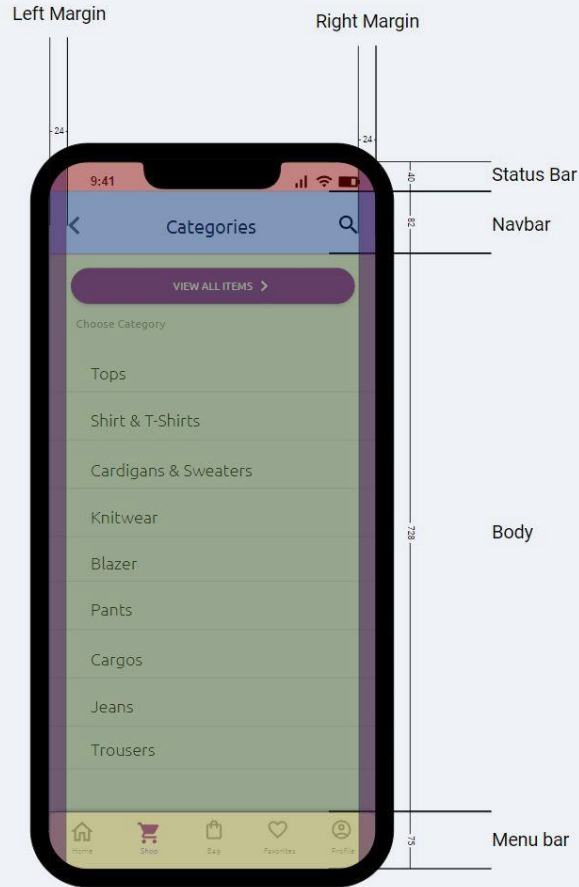
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Solution

- **Seamless Shopping Experience:** Designed for Gen Z trendsetters with a personalized, intuitive platform.
- **Real-Time Updates:** Stay ahead of the latest fashion trends with notifications on exclusive drops.
- **Tailored Recommendations:** Get style suggestions based on personal preferences for a customized shopping journey.
- **Instant Style Advice:** Chatbot feature for immediate fashion guidance and tips.
- **Easy Product Discovery:** Use image search and other intuitive tools to easily find the perfect pieces.
- **Worldwide Shipping:** Access BoohooMan's exclusive collections globally, with delivery notifications keeping you informed.
- **Bold, Exclusive Collections:** Express individuality with unique, limited-edition styles.
- **Fast and Responsive:** A shopping experience that is quick, efficient, and tailored to your unique style.

Style Guide





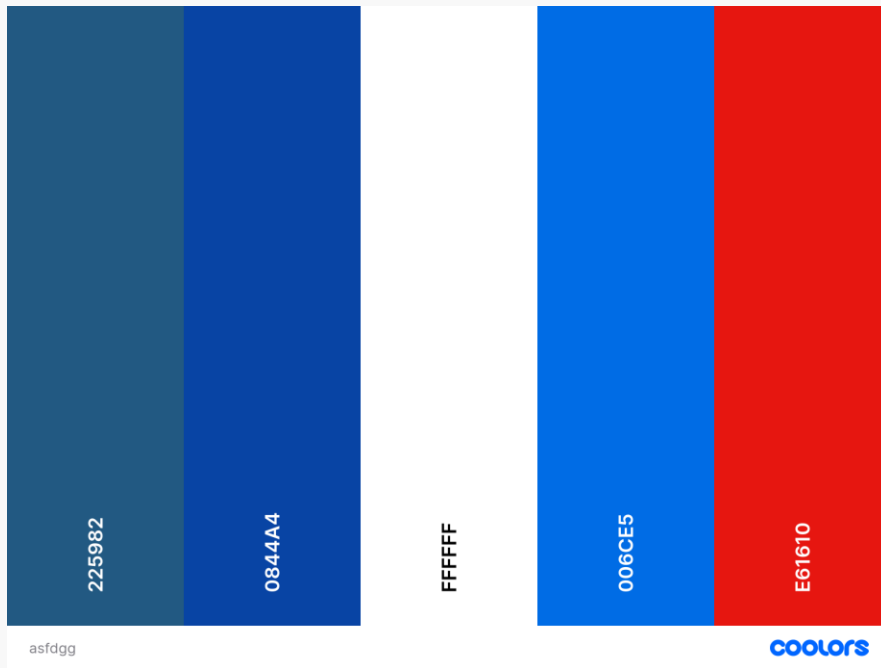
Layout

- **Overall Dimensions:** 426 x 923
- Frame and Dimensions chosen are proportional to Iphone 12/13 Pro Max

Color Guide

Primary Colors

Primary Buttons, Navigation
Bars, Active Links or Tabs
Icons



Secondary Colors

Secondary Buttons, Background
Elements, Form Input Borders,
Labels and Tags

Typography

ABC
abc

1. Primary Typeface: Montserrat

- Usage: Used across most elements, including body text, buttons, and navigation elements.
- Font Size:
 - Small (12px - 14px): Secondary text, small labels.
 - Medium (16px - 18px): Default size for body text.
 - Large (20px - 30px): Headings and section titles.

ABC
abc

2. Secondary Typeface: Unbounded

- Usage: Used for image overlays and headers.
- Font Size:
 - Large (22px - 60px): For image headers or text overlays on images and page headings



boohooMAN.com

Logo

- Monochrome Design - The sleek black-and-white scheme ensures versatility and consistency.
- Bold Typography - Strong, modern text with a subtle drip effect adds creativity and edge.
- Youthful and Trendy Appeal - Playful aesthetic appeals to a youthful, trend-driven audience.
- Memorability - Distinctive mascot and typography make the logo easily recognizable.



Product Objectives

Product Objectives

Enhance Mobile Responsiveness

Ensure seamless performance across all devices, with a focus on mobile usability.

Simplify Navigation

Redesign the menu structure for a more intuitive browsing experience and easier product discovery.

Improve Visual Consistency

Standardize UI elements like fonts, colors, and layouts for a cohesive brand identity.

Personalize User Experience

Leverage AI to offer tailored product recommendations and dynamic content.

Implement Feedback Mechanisms

Add features for users to provide real-time feedback on their shopping experience.

Streamline Checkout Process

Reduce the number of steps and simplify payment options to lower cart abandonment rates.



Target Audience

Defining Our Target Audience

Who are they?

- **Age:** 16–35 years old
- **Demographics:** Gen Z & Millennials (students and young professionals)
- **Interests:**
 1. Trendy and affordable fashion
 2. Online shopping & fast fashion
 3. Social media influence (Instagram, TikTok, Pinterest)
 4. Ethical & sustainable fashion choices



User Needs

- Prefer mobile-friendly, easy-to-navigate e-commerce platforms
- Follow influencer recommendations & check customer reviews
- Attracted to discounts, promotions, & fast delivery
- Seek personalized shopping experiences (AI-driven recommendations)



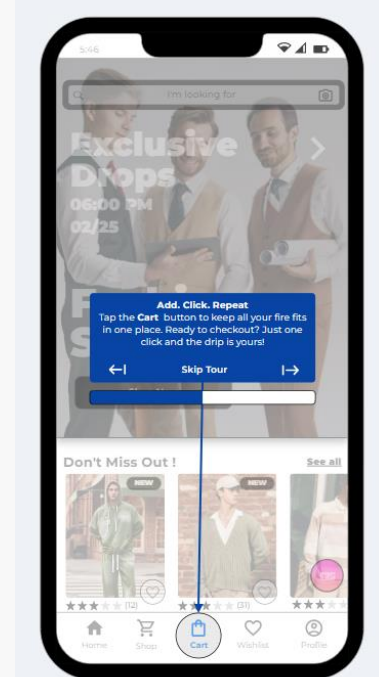
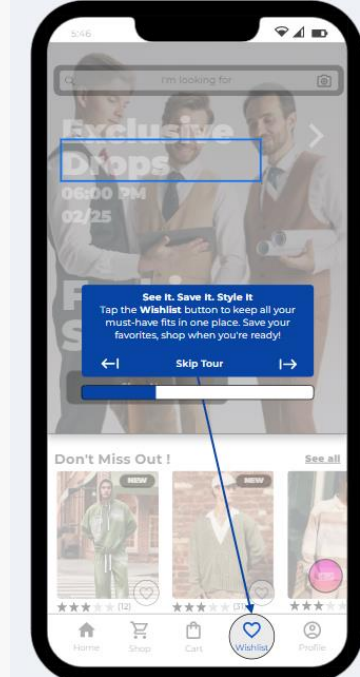
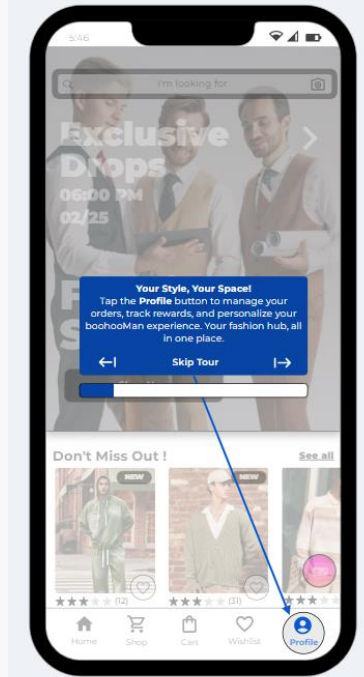
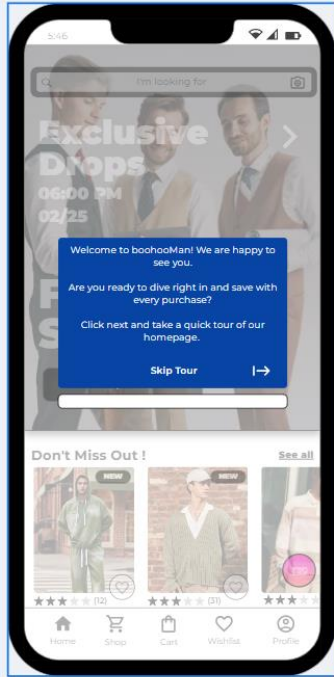


Onboarding

Why is onboarding necessary?

- Easy Onboarding: Essential for helping users quickly navigate BoohooMan's unique features and functionalities.
- Personalized Shopping: Guide users to set up style preferences to receive tailored recommendations and exclusive drops.
- Real-Time Updates: Show users how to enable notifications for new arrivals, exclusive deals, and limited-edition collections.
- Instant Product Discovery: Teach users to use the image search feature for effortless product discovery.
- Instant Style Advice: Introduce the chatbot feature for real-time fashion guidance and personalized suggestions.
- Maximized Engagement: Onboarding ensures users can immediately take full advantage of the app, boosting satisfaction from the start.

Onboarding Screens



Use Cases



Use Cases – Medium weight

Use Case 1: Personalized Fashion Discovery – Product Review

Actor: Customer

Use case overview: Users can review purchased products in the BoohooMAN app by giving ratings, writing feedback, and uploading images. Reviews help other shoppers make informed decisions.

Basic Flow:

- Customer logs in, navigates to "Orders," and selects a product.
- Customer rates the product (1-5 stars), writes a review, optionally uploads an image, and submits it.
- System validates the review and publishes it on the product page.

Alternate Flows:

- Policy Violation: System rejects reviews with inappropriate content and notifies the customer.
- Guest User: System prompts a guest to log in or create an account to submit a review.

Postconditions: The review is published or rejected, and the customer is notified if applicable.

Use Cases – Medium weight

Use Case 2: Play Games to Earn Daily Rewards in BoohooMAN App

Actor: Customer

Use case overview: Users play daily games in the BoohooMAN app to earn rewards like discounts and loyalty points, which can be redeemed at checkout.

Basic Flow:

- Customer logs in and navigates to "Play & Earn."
- Customer selects and completes a game.
- System validates completion and rewards the customer with discount codes, loyalty points, or other incentives.
- The reward is stored in the account for use at checkout.

Alternate Flows:

- Game Failure: Customer fails the game; system notifies the failure and offers a retry.
- Reward Already Claimed: Customer attempts to play again after claiming the daily reward, system notifies and shows the countdown for the next reward.

Postconditions: Customer successfully earns a reward, which is linked to their account and can be redeemed.

Use Cases – Heavy weight

Use Case 3: Search and Apply Promo Codes for Best Discount in BoohooMAN App

Actor: Customer

Subject area: E-commerce

Trigger: Customer opens the app to search and apply promo codes.

Preconditions:

- Customer has an active BoohooMAN account.
- Customer is logged in and at the checkout or shopping cart.

Basic Flow:

- Customer logs in, navigates to checkout, and clicks "Search for Promo Codes."
- System displays promo codes based on the order.
- Customer selects the best code, which is validated and applied to update the order total.
- Customer completes the purchase.

Alternate Flows:

- Invalid Code: System notifies the customer if the code is invalid and suggests alternatives.
- Multiple Codes: System notifies the customer that only one code can be applied.

Postconditions: Customer applies a valid code, receives a discount, and completes the purchase.

Use Cases – Heavy weight

Use Case 4: Search for Similar Products Using Camera or Image from Gallery in BoohooMAN App

Actor: Customer

Subject area: E-commerce

Trigger: Customer opens the app to search for products using an image.

Preconditions:

- Customer is logged in and has an active BoohooMAN account.
- Image search feature is available.

Basic Flow:

- Customer navigates to the "Search" section
- Customer selects "Use Camera" or "Upload Image."
- Customer takes a photo or selects an image from the gallery.
- The system searches for similar products.
- Results are displayed, and the customer can browse, view, or add items to the cart.

Alternate Flow:

- No Matches Found: System notifies the customer of no results and suggests alternative search methods.
- Low-Quality Image: System prompts for a clearer image if the quality is too low.

Postconditions: Customer finds similar products and can proceed with the purchase.

UX Research & Personas



USER PERSONA: Ryan Carter



A fitness enthusiast and fashion-forward individual, Ryan is always on the lookout for stylish activewear and casual streetwear. He enjoys blending comfort with trendiness and frequently shares his outfits on social media.

Age: 25

Occupation: Personal Trainer & Content Creator

Location: Miami, FL

Interests: Fitness, Streetwear, Sneakers, Social Media

Goals & Needs:

- ✓ Find trendy yet comfortable athleisure wear
- ✓ Get notified about new sneaker and streetwear drops
- ✓ Shop effortlessly with a smooth checkout experience

Frustrations:

- ✗ Sizes selling out too fast
- ✗ Difficulty finding well-fitted clothing online
- ✗ Shipping delays on pre-order items

USER PERSONA: Jayden Lee



A college student passionate about urban fashion, Jayden follows influencers and fashion blogs to stay ahead of trends. He loves experimenting with bold styles and values affordability without compromising on style.

Age: 20

Occupation: College Student and fashion blogger

Location: Boston, MA

Interests: Vintage Fashion, Streetwear, Sneakers, Thrifting

Goals & Needs:

- ✓ Stay updated with the latest fashion trends
- ✓ Easily mix and match outfits in the app
- ✓ Access exclusive student discounts

Frustrations:

- ✗ Missing out on limited-time deals
- ✗ Overwhelmed by too many choices
- ✗ Unclear return and refund policies

SWOT Analysis

Strengths:

- ❑ Boohoo Man is a well-known brand with a strong customer base, providing a solid foundation for improvements.
- ❑ The affordability factor attracts a large audience, making UX improvements a significant opportunity to enhance user retention.
- ❑ The target audience (16–35) is mobile-savvy, meaning UI/UX enhancements will directly impact engagement.

Weakness:

- ❑ The current app overwhelms users with too much information on landing pages.
- ❑ The search experience is underutilized compared to competitors.
- ❑ Poor category structuring makes it difficult for users to find products quickly.

Opportunity:

- ❑ Virtual try-on features can enhance user confidence in purchasing.
- ❑ Implementing interactive features like reward badges, streaks, or quizzes can boost user engagement.
- ❑ Optimizing the search experience with voice search can improve accessibility and usability.
- ❑ Enhancing predictive search, filters, and auto-suggestions can make product discovery more efficient.

Threats:

- ❑ ASOS, Amazon, and other fashion retailers continuously refine their UX, setting higher standards.
- ❑ High page load times can increase bounce rates and decrease conversions.
- ❑ Overuse of similar UI/UX patterns may lead to disengagement from younger audiences seeking fresh, innovative experiences.

Empathy Map

Says:

- “I want to look stylish without breaking the bank.”
- “I follow influencers for the latest fashion trends.”
- “I need outfits suitable for both casual and formal events.”
- “I prefer shopping online for convenience and variety.”

Thinks:

- “Is this brand offering good quality for the price?”
- “Will this outfit help me stand out and express my personality?”
- “I hope the clothes fit well and match the online description.”
- “Are there any discounts or promotions I can take advantage of?”



Does:

- Browses fashion blogs and social media platforms for style inspiration.
- Compares products and prices across multiple online fashion retailers.
- Reads customer reviews before making a purchase decision.
- Shares recent purchases and fashion finds with friends or on social media.

Feels:

- Excited when discovering new fashion pieces that align with personal style.
- Frustrated by inconsistent sizing or when desired items are out of stock.
- Confident and satisfied when receiving compliments on their attire.
- Anxious about the return process if the purchased items don't meet expectations.

Affinity Mapping

Navigation Issues

- Confusing filters make it difficult to narrow down products.
- Overloaded menu categories create a cluttered shopping experience.
- Lack of breadcrumb navigation makes it hard to go back to previous searches.
- Mobile navigation is inconsistent compared to desktop.

Checkout Frustrations

- Checkout process takes too long, leading to cart abandonment.
- Limited payment options, causing inconvenience for international users.
- Lack of auto-filled address and payment details slows down transactions.
- Unclear discount application process makes users abandon purchases.

Product Search Challenges

- Search results are irrelevant, not displaying expected items.
- No autocomplete or suggested searches, making users type full queries.
- Product filtering is limited, with missing size, color, and brand filters.
- Sorting options are unclear, making it hard to find bestsellers or newest arrivals.

Sizing & Fit Concerns

- Inconsistent size charts across different product categories.
- No real customer fit reviews, making it hard to judge sizes.
- Lack of virtual try-on or AI-based size recommendations.
- Returns due to sizing issues are frequent, increasing frustration.

Conclusion



Conclusion

- **Enhanced User Experience** – The redesigned Boohoo Man platform will offer a seamless, intuitive, and frustration-free shopping experience, addressing key pain points like navigation difficulties and checkout inefficiencies.
- **Optimized Shopping Flow** – By improving site navigation, search filters, and checkout speed, the redesign will help users find products faster and complete purchases with ease.
- **Personalized Shopping Experience** – Leveraging AI-driven recommendations and customized search functionalities, Boohoo Man will deliver a tailored shopping journey for each user, increasing satisfaction and engagement.
- **Competitive Advantage**– Insights from SWOT analysis, Affinity Mapping, and other UX research methods will ensure Boohoo Man remains ahead of competitors by continuously improving mobile responsiveness and UI consistency.
- **Higher Conversion & Retention Rates**– A well-designed shopping experience will reduce cart abandonment, encourage repeat purchases, and drive long-term customer loyalty.
- **Future Growth & Innovation**– Implementing user feedback mechanisms and data-driven design improvements will allow Boohoo Man to adapt to evolving fashion trends and user expectations, ensuring sustained business growth.

*Thank
You!*

